



Jerusalem's Rehov Mamilla intersection with Agron and King David Streets turned into a lake Friday when the capital's drainage system failed to cope with the heavy onslaught of rain that hit the city. (Story — page 2) (Rahamim Izraeli)

Avnery cites another case of 'leniency' by Eitan Chief of staff cut sentence of Litani officer who ordered POW killed

By HIRSH GOODMAN and KEAM CORNEY Jerusalem Post Correspondents The defence establishment is bracing itself for another round of criticism of Chief of Staff Rafael Eitan, in the wake of the publication in London on Friday of another act of leniency by Eitan to an officer convicted of murder during the Litani Operation.

South Lebanon in April 1978, ordered a captured prisoner killed. While operating in South Lebanon, his men encountered three Arabs who offered no resistance and were taken prisoner on Sadeh's orders without a shot being fired. When the battalion had completed its assignment and was about to return to base, someone asked Sadeh what should be done with the prisoners. Sadeh decided that one of the three looked like a "terrorist" and ordered that he be shot.

after the Litani operation, because he had been asked not to by Defence Minister Ezer Weizman on the grounds that reserve soldier Avraham Amram was still in terrorist hands and might become a victim of their revenge if Sadeh's story became known to them. He recalls the opinion of OC paratroop and infantry corps Raf-Ali Matan. What the public discussion of such cases has "tremendous educational value in deepening understanding among soldiers and civilians of the concept of purity of arms."

Rhodesian raid kills 63 in Zambia

SALISBURY. — Zimbabwe-Rhodesian forces have killed some 60 Patriotic Front guerrillas and three Zambian civilians in a raid into Zambia, military headquarters said yesterday.

Iran's Kurds extend truce as autonomy hopes brighten

TEHRAN (Reuters). — A cease-fire declared by Kurdish rebel leaders was extended yesterday to the town of Baneh where more than 20 people have died in the past four days, informed sources in the Kurdish region said.

government's willingness to grant limited self-rule to the Kurds. The local West Azerbaijan provincial governor, Jamahid Haqqi, said by telephone yesterday: "I think that all the Kurdish demands are practical. They want autonomy within a united Iran and they will get it."

POP IN!

While cooling your heels at Ben Gurion Airport take steps to keep in touch with Israel, fifty-two times a year. How? By reading The Jerusalem Post Weekly International Edition.

Strauss hints at quitting Middle East job

By WOLF BLITZER Jerusalem Post Correspondent WASHINGTON. — A decision by the special U.S. Ambassador for the Middle East, Robert Strauss, to give up his current diplomatic assignment is likely to further strengthen the role of the State Department in the formulation of U.S. policy toward the Palestinian autonomy negotiations.

arena. "The problem I have in this job and will always have is that I have a basic weakness that I will never catch up on. That's a lack of knowledge of all the nuances of the area, to help you think creatively. That's very important."

Teachers to step up work sanctions today

By ALAN ELSNER Jerusalem Post Reporter TEL AVIV. — The work sanctions instituted by elementary school teachers in some 30 schools on Friday will spread this morning to hundreds of schools all over the country. Histadrut teachers union spokesman Natfali Alony told The Jerusalem Post yesterday evening.

said he did not have any information about which schools are to be affected. The teachers are demanding an extra advance of IL2,000 for teachers with 10 or more years seniority to supplement the sums they have been paid by the Education Ministry in place of their salaries. The salaries have not been paid for the past two months due to the work slowdown by workers in the ministry's finance department.

Katz seeks cabinet backing for compensation to poor

Jerusalem Post Reporter Labour and Social Affairs Minister Israel Katz today asked the cabinet's attention to a proposal for compensation to the poor. Katz said last night, "to bring this ostensibly paltry sum before the cabinet. But there are important points involved here."

settlement...we must be sensitive to the needs of the poor," he appealed. Katz reportedly won a sympathetic response from outgoing Finance Minister Simha Ehrlich. But officials heading the Treasury's budgets department were adamant in refusing the Social Affairs Ministry request. They argued that the "automatic mechanism" for compensating the lowest income groups — it awards them cost-of-living increments whenever the price index rises by 10 percentage points — was designed specifically for such instances.

Arafat keynoter at mass pro-PLO rally in Portugal

Jerusalem Post Staff and Agencies LISBON. — PLO leader Yasser Arafat, with informal recognition of the PLO by Portugal more or less in his pocket, was scheduled to address a mass rally here last night in his first such appearance in the West, crowning his organization's recent diplomatic offensive in Europe.

tion of and settlement on the West Bank and called for a "fatherland for the martyred Palestinian people." But he underlined Israel's "right to exist as a state." At the opening of the solidarity conference at Lisbon University on Friday evening some 2,000 guests and observers applauded as Arafat denounced the Camp David accords as "imposing a new slavery on the Palestinian people and the Arab nation as a whole."

Brzezinski shakes hands with Arafat

Jerusalem Post Correspondent and agencies WASHINGTON. — Carter administration officials have dismissed as "not significant" National Security Adviser Zbigniew Brzezinski's handshake with PLO leader Yasser Arafat at a reception in Algiers marking the 25th anniversary of Algerian independence from France.

shook hands "in accordance with civilized practice." The officials insisted the two men did not enter into a conversation. Brzezinski ended his three-day official visit yesterday, saying the trip had brought better understanding and improved relations between the U.S. and the oil-rich North African nation.

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Those pressures might develop without Strauss in the administration, Israeli diplomatic sources here fear. Strauss, whose running differences with the State Department surfaced on occasion, stressed that the autonomy negotiations were going somewhat better than he had expected. He returned from a session in London with Interior Minister Yosef Burg and Egyptian Prime Minister Mustapha Khalil last month pleased by the agreement on the monitoring of the proposed Palestinian self-governing authority elections.

Attempt to settle oil issue Weizman on surprise visit to Egypt today

By HIRSH GOODMAN Post Military Correspondent Defence Minister Ezer Weizman will leave for a 24-hour trip to Cairo this morning in yet another attempt to solve the problem of Egyptian supply of oil to Israel.



Ezer Weizman

There is no problem regarding the quantity of oil Egypt will supply Israel from the A-Tur fields, but Egypt is asking for a price Israel considers too high — \$32 per barrel. Israel has asked the U.S. to intercede with Egypt on its behalf, but the U.S. has refused claiming that the Egyptian price request is consistent with the world market.

There is also a lack of clarity as to the period of supply by the Egyptians. But this, it is felt, is the less serious of the two problems.

Gov't wants quick okay of 2nd deputy premier

Post Diplomatic Correspondent The government is hoping to steer through the Knesset by Wednesday new legislation enabling the prime minister to have two deputies. The cabinet will be asked today to approve the text of an amendment to the Basic Law: The Government, Minister without Portfolio Moshe Nisim, who manages the government's business in the house, will see to it that the amendment goes through all its Knesset readings at top speed.

today that his mind is made up, and that in a meeting with leaders of the various coalition parties last Thursday he won universal approval for the reshuffle. He will also ask the cabinet to take note of his intention to abolish — at Hurvitz's behest — various ministerial economic committees (oil, prices, etc.), and replace them by one single "economic mini-cabinet," comprising some half-dozen ministers, that will have broad powers of policy and execution.

Hurvitz willing to be unpopular: No undeserved raises, layoffs of civil servants

TEL AVIV (Him). — Finance Minister-designate Yigal Hurvitz predicted on Friday that civil service workers will be hit with economizing layoffs, and warned that he would not accede to any wage increase demand unless it is for greater productivity or efficiency.

Hurvitz asserted that despite all the crying by the "downtrodden and exploited," real wages have risen in the last several years. No disasters have occurred yet, he said. The atmosphere must change, Hurvitz said, of anyone who makes demands should be looked upon by his neighbours as one who is sabotaging the economy. "If we continue with the handouts as we have up to now," he said, "we would be nationally delinquent."

Keren Kayemeth LeIsrael (Jewish National Fund) is pleased to announce the Inauguration Ceremony of the IRIS S. and BERT L. WORLSTEIN Cleveland, Ohio Dedication and Tree Planting Center in the AMERICAN BICENTENNIAL PARK on Monday, Nov. 5, 1979 at 3.00 p.m. Information: Tel. 02-226207, 8.00 a.m. to 3.00 p.m.

LOTTO THIS WEEK
Lotto Draw 45/79
Minimum total prize fund
IL.000,000
TOMORROW is the last day for handing in Lotto entries.

HOME NEWS

Weizman admits he has considered resigning

Defence Minister Ezer Weizman admitted on Friday night's weekly television news magazine that he has had "moments" when he thought that resignation from the government would be the right road for him to take. But he now feels that he has more to contribute by staying, "and not only because of the last cabinet meeting" — when the High Court decision on Eilon Moreh was stormily debated.

Rumours of land sale to Gush in Nablus centre unconfirmed

By IAN BLACK
Jerusalem Post Reporter
Senior sources in the Judea and Samaria military government and the Samaria district police yesterday were unable to confirm reports that settlers from Eilon Moreh have purchased property in the kabsa in the centre of Nablus.



Golan Brigade soldiers are handed certificates on Friday in Eilat marking their participation in the Mt. Hermon-to-Eilat relay run which the group's members held last week.

Cloudburst brings winter to Jerusalem

Jerusalem Post Reporter
Last week's heavy shavar broke on Friday morning with a combined hail and rain cloudburst over Jerusalem that almost immediately started traffic, smashed windows and solar panels and soaked unfortunate pedestrians.

Egypt sees state at end of autonomy

CAIRO — Egypt told China yesterday that it views the autonomy plan for the West Bank and Gaza Strip as a stepping stone to a Palestinian state.

'I am innocent,' says Pinto after 16 months in prison

By MICHAEL YUDELMAN
Jerusalem Post Reporter
BAT YAM — "I am innocent," claimed former Lt. Daniel Pinto on Friday, after his release from military prison where he had served 16 months for the murder of Lebanese villagers during the Litani campaign.

Eitan cuts sentence

(Continued from page 1)
and children. Yafa Sadeh claims in her letter that the senior officer giving the briefing quoted Eitan's line, "The devil has not yet found a revenge for the blood of a little child," and went on to tell the assembled commanders not to be "vegetarians."

Kennedy writes Begin on PLA

WASHINGTON (UPI) — Sen. Edward Kennedy has written Prime Minister Menachem Begin to reaffirm his opposition to negotiations with the Palestine Liberation "army" and to pledge support for an "undivided Jerusalem," "The New Republic" magazine reported on Friday.

Turkish heroin suspect released on bail

TEL AVIV (Itim) — One of the four suspects arrested last week in connection with the smuggling of 480 grams of heroin into the country from Turkey was released on Friday when police told a District Court judge they had no evidence against him and did not plan to bring him to trial. Albert Tsatri was ordered released on IL10,000 bail.

Armenians left messages on Sinai rocks

PHILADELPHIA (JTA) — Some of the earliest Armenian writing to survive to the present day may be scratched into rocks along caravan routes in the Sinai, according to Dr. Michael Stone, University of Pennsylvania visiting professor of religion.

TEACHERS

(Continued from page 1)
work orders the previous day. But ministry officials are worried that this will not clear up the backlog of work in the department. "The workers have no motivation to work hard because their grievances still remain. They only abandoned their sanctions under the force of court orders," a ministry source said.

GOVT WANTS

(Continued from page 1)
said yesterday, denied the ministry any policy role in Southern Lebanon, foisted economic-related issues onto the industry, Trade and Tourism Ministry, and allowed Interior Minister Yeha Burg to take over the autonomy negotiations.

Two issues remain in El Al wage talks

Jerusalem Post Reporter
TEL AVIV — Guarded optimism was expressed on Friday by the Histadrut negotiator for the El Al workers labour contract.

Begin greets Sadat

Premier Menachem Begin sent holiday greetings yesterday to Egyptian President Anwar Sadat, who is celebrating Id al-Adha, the Feast of the Sacrifice.

The Weather at Main swissair Destinations

Table with columns for city, min temperature, max temperature, and weather conditions. Cities listed include Amsterdam, Brussels, Buenos Aires, Chicago, Copenhagen, Frankfurt, Geneva, Helsinki, Hong Kong, Johannesburg, Lisbon, London, Madrid, Montreal, New York, Oslo, Paris, Rio de Janeiro, Sao Paulo, Stockholm, Tokyo, Toronto, Vancouver, Vienna, Zurich.

Offices in Israel
Tel Aviv, 53 Ben Yehuda St. (03)243355.
Jerusalem, 30 Jaffa St. (02)228868/233192.
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THE WEATHER

Forecast: Partly cloudy to clear.
Table with columns for location, yesterday's high/low, today's high/low, and today's weather. Locations include Jerusalem, Golan, Nabatiya, Safad, Haifa Port, Tiberias, Nazareth, Afula, Samaria, Tel Aviv, B-G Airport, Jericho, Gaza, Beer Sheva, Eilat, Tiran Straits.

SOCIAL & PERSONAL

A memorial ceremony marking the 27th anniversary of the death of Dr. Chaim Weizman took place on Friday at Yad Chaim Weizman. It was attended by the President of Israel, Yitzhak Navon, Prime Minister Menachem Begin, Minister of Defence Ezer Weizman, and other distinguished personalities from Israel and abroad.

El-Arish escapes from Kfar Yona jail

Police are seeking an El-Arish man who escaped from the prison at Kfar Yona yesterday evening. Ahmed Surkash had been jailed for three years on burglary and car theft charges, and he was discovered missing at 7 p.m.

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Advertisement for RIVKA AFFEN and KEN LUCOFF. Text includes: "We have marked with sorrow the shloshim after the passing of RIVKA AFFEN The Family", "NBC News mourns the death of KEN LUCOFF a friend and colleague", and "The Family".

Advertisement for Dr. PHILIPPE PFEFFER. Text includes: "On the tenth anniversary of the passing away of our dear, unforgettable Dr. PHILIPPE PFEFFER", "a memorial meeting will be held on Wednesday, November 7, 1979, at 3.30 p.m. at the Nahlat Yitzhak cemetery.", and "The Family".

'Public Enemy No. 1' slain in Paris ambush

PARIS (AP). — "Public Enemy No. 1," Jacques Mesrine, gunned down in a rain of police gunfire, was for his latest day "a man in the true sense of the word, an adventurer, brutal and tender, sometimes baffling, but full of delicacy, a bit macho but not a chauvinist."

humiliations of French authorities tended to overshadow his two decades of self-confessed murder, bank robbery, kidnapping and escape artistry.



Nicaraguan-born Bianca Jagger, 33, on Friday was granted a divorce from husband Mick Jagger, lead singer of the Rolling Stones, on the grounds of his adultery with 25-year-old model Gerry Hall. The hearing in a London court was undefended. (UPI telephoto)

Russian visit to tiny Nevada town nothing but 'tooth for a tooth' affair

By WALTER PINCUS Washington Post News Service WASHINGTON. — First it was the U.S. Air Force that came to Ely, Nevada, in December 1977 to look over valleys south of town as possible sites for the new, giant MX intercontinental ballistic missile.

The younger Russian went to the newspaper rack while his colleague asked for books "on industry in Las Vegas," Carson said. Las Vegas is out of bounds for Soviet Embassy personnel because of its proximity to Nellis Air Force Base and the Nevada nuclear test site.

Another man for the Russian duo was the White Pine County Chamber of Commerce. From a chairman's pamphlet display they took almost every item, including the Chamber's magazine.

Soviet ships sail toward Viet port

HONGKONG (Reuters). — A Soviet naval force under the command of Vice-Admiral N. Yastakov, first deputy commander of the Soviet Pacific Fleet, will call at the Vietnamese port of Haiphong for an official visit, the Vietnam news agency said yesterday.

Tito-Ceausescu hold annual meet

VIENNA (Reuters). — Presidents Tito of Yugoslavia and Nicolae Ceausescu of Rumania agreed yesterday to strengthen economic cooperation between their countries.

Bomb topples tall tower at Swiss N-plant

SOLOTHURN, Switzerland (AP). — A bomb blast early yesterday toppled a 110-metre high steel tower outside the Goessgen nuclear power plant near here, target of repeated demonstrations by anti-nuclear groups protesting nuclear installations.

Two million Koreans mourn Park

SEOUL (Reuters). — Assassinated South Korean President Park Chung Hee was given a hero's funeral yesterday after an emotional farewell from two million of the people he ruled with an iron fist for 18 years.

20 held in raids on London casinos

LONDON (AP). — Scotland Yard and Gaming Board officers raided four top London casinos early on Friday and arrested at least 20 people, patrons as well as casino staff.

ISRAEL HISTADRUT FOUNDATION LEADERSHIP CONFERENCE IN ISRAEL

November 2 - 11, 1979 PROGRAM DIPLOMAT HOTEL TEL AVIV Friday, November 2 7.30 Oneg Shabbat Dinner "Israel at this point in time" Guest Speaker, Hon. Tamar Eshel, MK "Israel's Foreign Policy" Presentation by Prof. Yosefikol DRK Tea with the Hon. Abba Eban, MK Reception by President Yitzhak Navon at Beit Hahzesai DAN HOTEL TEL AVIV Thursday, November 8 8.00 a.m. Breakfast Meeting, Board of Directors of Israel Histadrut Foundation with Committee of Histadrut Assistance Fund in Israel Friday, November 9 8.00 a.m. Breakfast Briefing Session with Major General Nafan Sharon "Israel's Military Posture in the Era of Peace with Egypt" Festive Oneg Shabbat Dinner "Histadrut in the Eighties" Guest Speaker: Israel Kesner "Political Analysis" by Hon. Shimon Peres, MK (to be confirmed) Social and Community Development in Israel: Presentation by Dov Ben Meir. Touring will include visits to major social and health facilities of Histadrut, and reception by Financial and Histadrut institutions.

New Prague arrests linked to alleged assassination plot

PRAGUE (Reuters). — Czechoslovak police have arrested seven people in Prague after learning of a letter containing a death threat against President Gustav Husak, well-informed sources said yesterday.

72 U.S. N-plants may have problems

WASHINGTON (Reuters). — A possible new technical problem involving nuclear power plant cooling systems has surfaced from an internal report prepared by the U.S. Nuclear Regulatory Commission, a commission spokesman said Friday.

U.S. to loan Chrysler twice what firm asked for — \$1.5b.

WASHINGTON. — A \$1.5b. U.S. government rescue plan for the ailing Chrysler car makers could save the country's 10th largest industrial firm from collapse, according to Treasury Secretary William Miller.

Russians appeal against new missile race in Europe

MOSCOW (AP). — The Soviet parliament has appealed to the legislative bodies of Western Europe, Canada and the U.S. to prevent the deployment of new U.S. nuclear missiles in Europe.

U.S. holds suspect in Mounbatten slaying

PHILADELPHIA (AP). — A man held as an illegal alien is believed to be a suspect in the slaying of Earl Mounbatten, Queen Elizabeth II of England's cousin, U.S. attorney Peter F. Vaira said yesterday.

Dutch lawyer claims blue blood in veins

THE HAGUE (Reuters). — A 61-year-old lawyer said on Friday that he is the illegitimate half-brother of Queen Juliana of the Netherlands.

Police in India ordered to shoot rioters on sight

NEW DELHI (AP). — Police at Bangalore, Southern India, were ordered yesterday to shoot rioters on sight as violence flared for the third straight day, the United News of India reported.

Security Council condemns S. Africa for Angola raid

UNITED NATIONS (Reuters). — The UN Security Council on Friday night strongly condemned South Africa's "aggression against the People's Republic of Angola" and called on it to cease immediately all such acts.

Castro decorates four Puerto Rican terrorists

MIAMI (AP). — Four Puerto Rican terrorists recently released from prison by U.S. President Jimmy Carter were awarded "revolutionary decorations" in Havana on Friday by Cuban President Fidel Castro, Radio Havana reported in a broadcast monitored here.

Still a bad odour to being wealthy in Egypt

By EDWARD CODY Washington Post News Service CAIRO. — The ad in "Al-Ahram," Egypt's most prestigious newspaper, said: "For sale, in splendid area of France; Estate of 510 hectares with splendid castle, beautiful garden and small lake surrounded by woods."

Intensive courses in YOGA & MEDITATION

At the Jerusalem Plaza Health Studio: Morning and afternoon classes, twice weekly, starting Monday, November 12, 1979. On Tuesdays and Thursdays, 7.30-10.00 p.m. Parallel courses in Tel Aviv. For information and programme call: 02-666349

read Swami Janakananda's book: Yoga, Tantra and Meditation

Swami Anand Ashram, Bangalore. Also read: Medical & Psychological Scientific Research on Yoga & Meditation by Prof. published by (Hindu) 10 pages.

Notice to Icelandic Citizens

Icelanders holding valid Icelandic passports are hereby notified that they can cast their votes in the parliamentary elections (to be held on December 2-3, 1979, in Iceland) at the Consulate General of Iceland in Tel Aviv, 136 Sderot Rothschild, on November 12-14 (inclusive) between 8 and 11 a.m.

CARTA'S HISTORICAL ATLAS OF ISRAEL. A SURVEY OF THE PAST & REVIEW OF THE PRESENT. CAPTA, JERUSALEM. NEW EDITION. JUST OUT. 64 pages, dozens of maps and illustrated diagrams, a "must" for understanding today's events. Available in English or German. Special introductory offer IL112 (incl. VAT). Available from bookshops everywhere, from Jerusalem Post offices in Jerusalem, Tel Aviv or Haifa, or post free (anywhere in the world) on the coupon below. To: The Jerusalem Post, POB 81, Jerusalem. Please send me Carta's Historical Atlas of Israel at IL112. English/German (delete inapplicable) My cheque is enclosed. NAME: ADDRESS:

ISRAEL HISTADRUT FOUNDATION LEADERSHIP CONFERENCE IN ISRAEL November 2 - 11, 1979 PROGRAM DIPLOMAT HOTEL TEL AVIV Friday, November 2 7.30 Oneg Shabbat Dinner "Israel at this point in time" Guest Speaker, Hon. Tamar Eshel, MK "Israel's Foreign Policy" Presentation by Prof. Yosefikol DRK Tea with the Hon. Abba Eban, MK Reception by President Yitzhak Navon at Beit Hahzesai DAN HOTEL TEL AVIV Thursday, November 8 8.00 a.m. Breakfast Meeting, Board of Directors of Israel Histadrut Foundation with Committee of Histadrut Assistance Fund in Israel Friday, November 9 8.00 a.m. Breakfast Briefing Session with Major General Nafan Sharon "Israel's Military Posture in the Era of Peace with Egypt" Festive Oneg Shabbat Dinner "Histadrut in the Eighties" Guest Speaker: Israel Kesner "Political Analysis" by Hon. Shimon Peres, MK (to be confirmed) Social and Community Development in Israel: Presentation by Dov Ben Meir. Touring will include visits to major social and health facilities of Histadrut, and reception by Financial and Histadrut institutions.

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ISRAEL'S leather garment manufacturers in 1978 exported in the vicinity of \$16m. worth of merchandise of which direct exports amounted to \$14.2m., and indirect exports — namely, sales to tourists were \$1.8m.

Statistics to date for the current fiscal period seem to indicate that there will be no major increase in export profits from this industry in 1979. Direct export sales for the first half of the year total \$7m.

Altogether, there are some 15-20 firms manufacturing leather garments in Israel with an annual production volume of approximately IL\$76m.

According to Zvi Engel, director of the leather and leather goods department at the Ministry of Industry, Trade and Tourism, there are only three firms responsible for the bulk of Israel's leather export trade.

Beged Or continues to maintain its leadership in both local and export markets. Beged Or's overseas sales last year came to \$8.8m.

The nearest competitor was Maquette with exports of \$3m., followed by Ere, which achieved export sales slightly in excess of \$1.5m.

Other firms exporting between \$500,000 and \$1m. worth of leather garments include Carnit, Salpeter, Kadimor and Tadmor.

Engel said that most of the remaining firms are producing high quality merchandise and attributed the comparatively low volume of their exports to the increasing cost of raw skins, which over the past two years have risen by as much as 50 per cent.

He noted that because the skins have to be paid for in foreign currency, the financial burden is too great on Israel's smaller manufacturers, who in the same time span have had to cope with continuing drastic devaluation of the Israeli pound and soaring production costs.

Israel is not the only country adversely affected by the cost of raw skins, and Engel anticipated that the price may decrease slightly within the next year.

Meanwhile prices of other raw materials will continue to increase, with the ultimate result that on a relative basis, leather goods will seem to become more reasonably priced.

In the past 15 years, Engel said, there has been a great evolution in the leather fashion industry. A leather coat was formerly not so much a fashion garment, as it was a means of protection against the cold of Central Europe.

The Central Europeans who pioneered the industry used to make heavy leather winter coats and jackets from cow-hide. Israel started out in the same way, but was fortunate in getting on the band-wagon just as change was beginning to penetrate the industry on a world-wide level.

Many manufacturers began using lamb-skins and pig-skins instead of cow-hide, and simultaneously increased their production ranges to include shirts, skirts, pants and suits.

Engel credited Beged Or with being in the forefront of this evolutionary trend. "Beged Or was always at the head of new developments," and others followed their lead.



Skin trade

Greer Fay Cashman investigates leather fashions and figures.

The main challenge has been to give leather the same fashion flexibility as textiles — and the challenge has been met head-on. Today, one can have a complete wardrobe in the softest, lightweight leathers in a rainbow of colours.

Part of the inspiration for leather and suede fashions derives from the fact that several firms produce both textile and leather goods. Fashion trends successfully produced in textiles are repeated in leather and suede, although with Beged Or, it is the other way around. Beged Or Bis takes its guidelines from Beged Or. Gingette, one of the smaller, but growing companies, started out with appliqué suede creations before branching out to textile production this year — and of course there are many firms which reduce the cost of finished garments by combining leather or suede with woven or knitted fabrics.

An export area in which Israel has great potential, has so far fallen by the wayside. The quality of workmanship and design of Israeli leather handbags can easily compete with the

Beauty is skin deep in leatherwear by Beged Or (right and left) and sandals by Nimrod (below).



rest of the world, with the possible exception of Italy. Israeli retail prices are also very reasonable compared to what one sees abroad.

But Israel's exports in leather handbags are negligible because there are too many cooks spoiling the broth. Although Engel would not be pinned down to an exact figure, he conceded that there are scores of small manufacturing concerns which do not have the production capacity for large volume export orders.

Several of the larger leather garment firms have begun to manufacture handbags, but it is almost certain that in promoting exports, these firms will concentrate on their major production ranges, and bags will have a low priority.

There isn't much of an export future in leather shoes either. Israel's footwear exports last year were \$6m., of which Engel said, "less than 20 per cent were leather." In recent years, there has been a world-wide move towards synthetics in the manufacture of shoes, and the difference in prices between leather shoes and those made out of synthetic fabrics virtually guarantees continuing popularity.

Alexander's, Israel's premier shoe manufacturers, are among the few making leather shoes. Engel said that their quality is better than those imported from Italy, but that snobs will usually opt for the Italian label. What many of them don't know is that Alexander's manufactures under licence for one of Italy's top shoe design companies.

Israeli-manufactured leather belts are gaining in popularity overseas. Most of the export gains are achieved by two major firms, Elegant and Buckler, who last year scored \$100,000 worth of export sales between them. While this figure appears modest, it should be remembered that belts are considerably cheaper items than shoes, bags or clothes.

Until three years ago, the U.S. was Israel's best customer for leather garments. Some 60-65 per cent of exports went in that direction. Since then, leather has been removed from the list of special preference items, making it impossible for Israel to continue to compete price-wise. As a result less than 25 per cent of Israeli leather exports reach U.S. markets. The largest percentage of sales is to Germany, England and Holland, followed by other parts of Western Europe. Altogether, Israel exports leather garments to some 40 countries including Scandinavia and the Far East.

As 70 per cent of raw materials are imported, Israel cannot keep pace with the price competition of countries such as Spain and South America, where skins are plentiful. Nonetheless, Israeli garments are cheaper than similar items produced in some parts of Western Europe.

Engel maintained that price is not the most important factor in Israel's leather export success story. "Our prices are not always the lowest," he admitted, "but our quality, know-how, sense of fashion and changing designs enable us to compete successfully against lower priced products."

Today is edited by Joanna Yehiel.

Model for success

'Personal care' is Maquette's motif, writes Mary Hirschfeld.

"LEATHER will never go out of fashion: regardless of price, people will go on buying it."

The judgement was passed by an expert: Zelig Kaletsky, founder and managing director of Maquette Leatherwear Ltd., one of the country's most successful fashion exporters. Maquette-labelled coats, jackets and suits are a favourite in several European department stores: London's Marks & Spencer for example has only Maquette leatherwear. Still, the public knows little about the firm.

"We don't spend big sums in publicity and advertising," Kaletsky explained. "First of all, we don't need it: Maquette's customers simply pass the word on. Second, when too much money is poured into advertising, somebody will have to bear the costs — and it generally is the customer. We would rather price our articles reasonably, knowing that the satisfied buyer is our best publicity."

In less than 13 years, Maquette has grown from a small workshop and a \$80,000 annual production to a \$6m. a year business. It employs some 300 workers and two full-time designers, from whose hands new models bloom several times a year. The 15-dunam plant at the entrance to Acre is a landmark to north-bound travellers, with its cream stucco fronted buildings. The offices and work-shops are spotless, with little of the litter of a clothes factory.

According to Kaletsky, the prevailing "family spirit" is a main factor in the company's success.

"It is that personal care which makes all the difference. You see, even at the beginning, when the quantity was more important than quality to keep the business alive, I still would have my three workers doing one coat rather than three coats. It slows down the pace, but only this way we could be sure the



coats would get the attention they needed." Maquette styles are many and range from traditional, knee-length trench coats for men and women to jackets of leather and suede. "Today's fashion calls for slimmer collars and lapels,

wrappers instead of the traditional buffoned-coats and strong colours, like violet, burgundy and briques."

They have also started producing leather jackets for children, although only for export. "Ninety to 95 per cent of our production is exported: some one-third to Britain, and the rest to Europe and the U.S. In Israel, the market is simply too small."

Leather has been Zelig Kaletsky's life passion. In Russia, his family for generations was in the leather and leather-goods business. When he immigrated to Israel, over 20 years ago, going into the leather business was just a matter of time. Maquette today is managed by a "board" of five, which include Kaletsky, his wife and daughter and Meir Arbel, his deputy.

Future plans include introducing a line of leather handbags and wallets, and opening a new factory for sports and camping items. "We already make sleeping bags," Kaletsky said. "We have now developed a new kind, lighter and warmer, which the American Army is testing. If they approve it, they will order everything we can make."

Another development is a new kind of parka, lighter and warmer than the usual "dubonim." "While the dubonim jackets have cotton-linings, which makes them bulky, Maquette's will have linings of synthetic fabrics. They will fit both men and women, and be as light as wind-breakers," Kaletsky promised.



Shades of suede

Diana Lerner sees Beged Or's newest lines.

BEGED OR will be meeting Israeli customers more than half way from now on by charging local buyers less than half of what the models cost abroad.

At the official opening of the newest Beged Or boutique at the Dizengoff Centre recently, the latest wear for winter was introduced by Rachel Yaastrov, in charge of the company's local marketing operations.

Reversing the Beged Or boast made famous by its president Leslie Fulop, that any model that can be made up in another material can be made in leather, Rachel showed the translation of leather wear originally designed for Beged Or by Calvin Klein and Jan Versace into clothes of poplin, wool, textile, flannel, corduroy and other materials.

The skins, Rachel explained, come from Japan, South America, Europe, mainly Italy and France, and are now being coordinated with interesting textiles for a coordinated leather-textile look.

"I wish you would explain to readers," she urged, "that the beauty of suede is in the shading. Because small skins are used, they cannot be evenly dyed and thus are more interesting because of the subtle differences."

The mix-and-match coordinates range in price from a man's flannel shirt for IL2,000 to a wool outfit consisting of shirt, jacket, trousers and vest for either sex at IL3,700. A poplin trench coat costs under IL3,000. Among the sensational models was a baby lamb jacket as soft and light



as a cashmere sweater, a flannel-lined corduroy coat, a Spanish lamb coat, fur collared, dyed lilac, (for IL16,000) which was recently snapped up here by Elizabeth Traylor, and a sheared rabbit wool coat (IL37,000). All cost less than half what they would abroad.

The new colours are green, bordeaux, and cognac, used in coat and dress combinations, as well as suits with bolero jackets or blazers. The Dizengoff Centre boutique is open from 9 a.m. until 8 p.m. The Jaffa boutique remains open until midnight.

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Today Fashion & Beauty

Straight and narrow Autumn/Winter collections



Straight-jacket and skirt (above) by Riki Ben-Ari; long narrow coat by Gideon Oberson (below).



Oberson
GIDEON Oberson has gone straight — as good a way as any of describing the Israeli designer's current collection, which he showed to press and friends at Tel Aviv's exclusive The Club in Hayarkon St. Surrounded by a bevy of beautiful women and trying as hard as they could to keep both beat and balance on shiny-disco floor, the models showed some 50 outfits, all Oberson designed and all with the straight-as-a-die look of this season.

Oberson, as we all know, keeps well away from gimmicks. His clothes are styled for the Israeli "society" lady, who can afford to buy made-to-measure. So he sticks to basic "greats" — the best fabrics, the simplest of modern designs, combined with top craftsmanship and attention to detail.

While avoiding gimmickry, he does favor drama. His colours are bright, his lean-line skirts side-slit to the point of daring (but, the slits carry big buttons, and thus can be left closed or open according to choice), his shoulders are wide but not sharp, and his waists are gathered at the back to give a gender line. Shawls are used for definition, often crossing between the breasts in a Scottish soldier look. Trousers are still here, but are even slimmer and shorter, just meeting the top of the ankle-boots (or even bearing side slits with buttons too). Hats are tiny, or are merely berets, belts are cummerbunds, jackets or blazers are shorter and fitted at the waist. Colours are bold — black with contrast red, green, white ribbing, vivid purple or emerald green, bright blue; Oberson sees women as striding through this winter in a burst of brilliant colour with a long, lean silhouette.

Riki Ben-Ari
JAPANESE lanterns and candlelight lent an exotic air to Riki Ben-Ari's autumn-winter collection served up with champagne and hors d'oeuvres in the garden penthouse of Knesset Member Zelman Shoval and his wife Kena the night of the blackout. Proceeds from tickets for the evening went to Wizo Children's institutions.

Somewhere halfway through, the lights went on to reveal Riki's structured tailoring in classic, very solemn styling, as if she had swallowed Joan Crawford whole.

There was hardly a hint in the oversized jackets and strict tailoring of the pervasive influence in clothes of today of jogging, exercise, the dance or bodywear. But they were clothes to wear in the real world, that could be coordinated piece by piece for a total elegant outfit. Pinstripes, checks, muted colours were set off by bright satin-look blouses and scarves, or a saucy hat.

Riki herself explained she is aiming for maximum simplicity. The Israeli woman who used to buy haute couture abroad, Riki finds is now prepared to get a complete wardrobe here.

Papco
INTRODUCING their winter 1979-80 fashions at the Sheraton Hotel, Papco and Sportlife showed very feminine wearable fashions with the emphasis on soft curvey shapes.

The velvety Papco velour comes in vibrant colours. Now entering its second decade, Papco is still young, ambitious and committed, said owner Yehuda Falkowitz. The firm will be retaining the same level of prices as last year, at least through March 1980, despite rising costs, he added.

For autumn and winter, at-home dresses as well as jogging shorts, suits and coordinates for day or evening are a big hit in the New York showroom recently opened by Papco. Papco is also working with Acrylic-blend jersey, fine wool and synthetics. Their men's shirts and ladies wear are best sellers in Bloomingdale's and Gallery Lafayette. The same styles will be available in our local shops soon.

Ruth Vrabel, designer of the current fall-winter collection has produced interesting effects this year, such as silver lurex piping on a black robe, or an elasticated zig-zag knit inset at the waist and brilliant contrasts of orange, turquoise, navy and pink.

Sportlife
SPORTLIFE has introduced new materials for autumn-winter in a range that covers day to evening wear for young women, "anywhere from 25 to 80," explained manager Shlomo Lazar.

While the company, which was established days before the Yom Kippur War, is becoming famous for its styles in corduroy, its interesting use of wools and synthetics is gaining in popularity.

Like Papco, Sportlife is expanding locally too, and now 40 per cent of its production is geared to Israeli customers.

The up to date styles come in printed bouclé (not to be confused with bouclé) a super-soft textured fabric that lends itself easily to dresses, pants and tops; supersuede, a washable fabric; and naparette, made of 100 per cent polyurethane which looks and feels like leather.

Maidenform
MAIDENFORM new winter styles in bras have today's fashion trends in mind.

Among the new styles are: To make a good figure — made of soft Qiana fabric with lace inserts, the bra provides support and comfort and reduces chest measurements by a full size enabling women with fuller figures to wear clingy and revealing fashions.

The real silks — a pampering, flattering pure silk collection designed exclusively for Maidenform. The satin and lace trimmed underwear comes in today's fashion tones of soft brown and pink.

Sports Bra — this fashionable supporting bra of elasticized cotton with no seams enhances the natural figure. Perfect for sports fans, active women and also for women with sensitive skin. Available in natural and white.

Canaan
CANAAN'S 1979/80 fall winter collection is a very wearable wardrobe at affordable prices designed in all sizes. Fashionable knits, combed cottons and flannels and imported German Viscose fabrics are used in the season's wine, red, purple, mustards, deep blue-greens and classic black.

The collection includes dresses with wool skirts and coordinated knit tops, suits, waistcoats and an abundance of mix-and-match blouses and skirts in A-shape and straight cuts and fashionable pleats.

Canaan's fashions are sold at 70 stores country-wide and at the factory outlet at Kibbutz Taora, near Beit Shemesh.

Fashion show reviews by Catherine Rosenheimer, Diana Lerner and Joanna Yehiel.



Along the same lines — Sportlife two-piece (top left), Canaan three-piece (top right); a few curves from Maidenform in pure silk (lower left), and Papco slim-look dress (lower right)



The business of beauty

Dana Leron gets on the Taya trail

IF ISRAELI women are now as mad on beauty preparations as their sisters-under-the-skin elsewhere, it is partly because they were launched on the beauty trail by Taya back in the thirties.

Established at a time when toiletries consisted largely of soap, toothpaste and shampoo and cosmetics of lipstick, rouge and face powder, the Taya business built by Max Gingier and geared to conventional development and modest profits is now run by three members of the family.

The first Israeli company to export beauty products abroad, Taya today is doing well both in the local and foreign market, according to Arye Gingier, a son of the family firm now serving as its chief chemist and marketing manager. About 100 persons are now employed in the Tel Aviv plant, among them three chemists and American pharmaceutical consultants doing innovative research with the company's team of chemists and technicians.

Gingier confirmed that Taya remains among the most popular cosmetics and toiletries in the country while continuing to market its best sellers abroad. Among these are



Dermapon soapless soap, with outlets in the Philippines, Thailand, Switzerland and Germany. Taya's liquid mouth wash, Bath Oren bubble bath soap, shampoos including the only one in the country made out of pasteurized egg yolk from fresh eggs, and lipsticks and nail polish under the American brand name, Dura-gloss.

Last spring, Taya introduced sun tan lotions and this autumn, Taya is to come out with its first facial treatment line complete with cleanser, tonic and nourishing creams based on herbal and vitamin compounds.

The German soap AT11 is now made in the Taya factory. Well known, too, is Dallah toilet water —

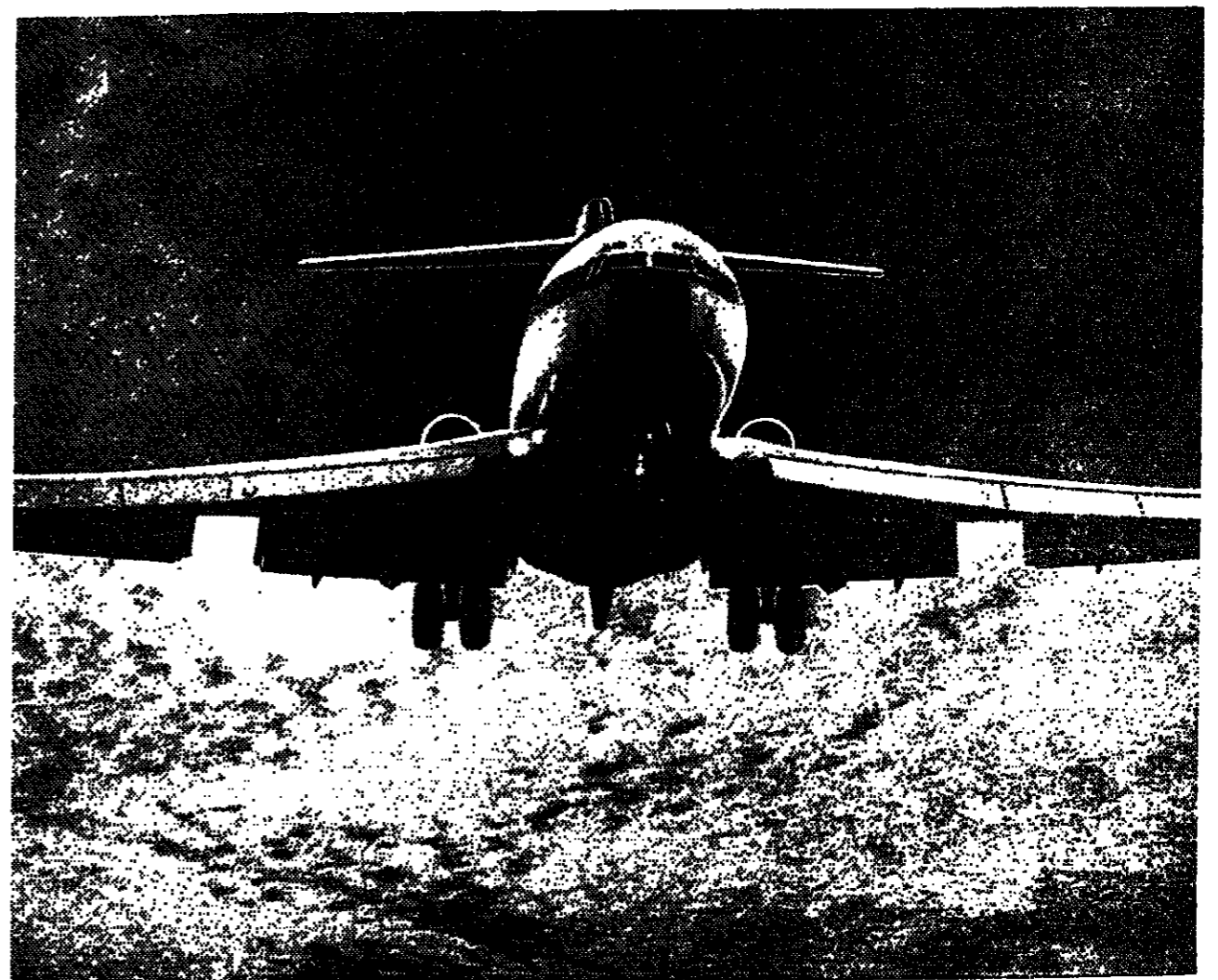
Gingier recalled the visit of a group of Turkish dancers, who insisted on purchasing an entire demijohn of Dallah to take back with them after their concert here.

A trained chemist, who got his Ph.D. in pharmaceutical science at Columbia University, Arye Gingier recalls coming to work with his father as a child and being intrigued by the rouge press.

Today, all that is gone, and replaced by modern equipment. The firm no longer makes rouge and only a small quantity of face powder, as the trend is towards liquid makeup, he explains. The moisturizer creams being produced under the Taya label to protect the skin, are not altogether successful, the marketing manager admits. They are meeting competition from international firms and small beauticians, — the latter make their own creams at home, less scientifically and unsupervised, Gingier points out.

This autumn, too, Taya will introduce a new line of lipsticks, tending away from the pinks and light shades, Gingier says, and towards browns and cherry reds. They will be softer, more spreadable, Gingier promised.

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Liverpool hot on trail after 3-0 soccer win

LONDON. — Kenny Dalglish scored two goals yesterday as Liverpool, the reigning champions, downed Wolverhampton 3-0 and kept up the chase behind the leaders in the First Division of the English soccer league.

Southampton were without defender Dave Watson, who dropped out after suffering stomach pains. Arsenal's goals against last placed Brighton came from Graham Rix, Liam Brady and Alan Sunderland, all in the second half.

English League

Division One Arsenal 3, Brighton 0; Aston Villa 3, Bolton 1; Coventry 1, Stoke 1; Crystal Palace 2, Manchester City 0; Derby 2, West Bromwich 1; Leeds 1, Bristol City 3; Liverpool 3, Wolverhampton 0; Manchester United 1, Southampton 0; Middlesbrough 2, Tottenham 0; Norwich 0, Everton 0; Nottingham Forest 2, Ipswich 1.

Second Division

Queens Park Rangers and Leicester both moved up level with Newcastle ahead of them on goal difference. (AP, Reuters).



A Fijian UNIFL rugby player goes through for a try in Jerusalem yesterday, as the Fijis overwhelmed a Hebrew University Invitation XV by 74-0.

Top local players to play in Swedish tennis tourney

TEL AVIV. — Leading local tennis players Haim Arlosoroff, Shai Puni, Tommy Frischer and Bilan Sinai leave for Stockholm today, to compete in the ATP's (Association of Tennis Professionals) \$25,000 Swedish satellite circuit.

For Arlosoroff, this will be his third overseas trip on the pro circuit, but his Davis Cup teammate Puni and junior international Frischer and Sinai will all be making their debut in such competition away from home.



Johannesburg model Mercedes Kornfeld strikes a pose after being released on Thursday by police. Kornfeld was detained for possible contravention of South African immigration regulations.

Haifa youth wins in bowls

By JACK LEON, Post Sports Reporter. SAVYON. Fifteen-year-old Haifa superteen Mendelsohn became the world's youngest lawn bowls champion yesterday, when he captured the men's singles title at the 24th annual National Bowls Championships here.



Two generations of Israel Davis Cup players met at the Tel Aviv Country Club last week for the final of the second annual Avis Cup championship for tourism personnel.

Israel not wanted at Asian boxing

NEW DELHI (Reuters). — Israel and Taiwan have been advised not to take part in the Asian amateur boxing championships in Bombay next February, an Indian sports official said yesterday.

Palestinians accepted in weightlifting meet

SALONIKA, Greece (AP). — The 33rd World Weightlifting Championships got underway here yesterday after a controversial preliminary start following the International Weightlifting Federation decision to admit Palestine as a national group over strong objections from most of the western committee and Israel.

Dr. J. bottled up as Hawks win

NEW YORK (AP). — Is there a doctor in the house? Not while the Atlanta Hawks are operating.

John Williamson, returning to action after missing one game with an ankle injury, scored 25 points to lead New Jersey over Indiana 115-93.

TA Maccabi slips into first place

By PAUL KOHN, Post Sports Reporter. TEL AVIV. — Tel Aviv Maccabi yesterday went to the top of the National Soccer League following a 1-0 victory in Kfar Sava, as previous leaders Tel Aviv Hapoel were surprisingly beaten 1-0 at home by Yehud Hapoel.

Israel vs. N. Ireland in World Cup play

TEL AVIV. — Israel starts its soccer World Cup qualifying round campaign with a home match against Northern Ireland at Ramat Gan on March 26, according to schedules fixed in Stockholm by the European Group 6 participants yesterday.

Beersheba Hapoel in the 64th minute. This was a poor game, and the coaches of both teams will have to find ways of increasing their attacking power if they want to avoid serious relegation worries.

One point separates first six soccer teams

There was a marked improvement in the soccer played yesterday and 16 goals were scored in the premier division compared to only 10 a week ago.

Second Division

Table listing soccer teams and their standings in the Second Division, including Ramat Gan Hapoel, Beersheba Hapoel, and others.

National League standings

Table listing soccer teams and their standings in the National League, including Tel Aviv Maccabi, Beersheba Hapoel, and others.

Advertisement for Philharmonic concerts, listing dates and programs for TEL AVIV and TEL AVIV-MUSIC.

Large advertisement for the Sheraton Sea of Galilee Marathon 1979, held on Thursday, December 20, 1979.

Advertisement for 'THE PERFECT TRIO' featuring a large graphic of a newspaper and text about advertising in the Jerusalem Post.